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Learn to take full advantage of search and social media for B2B marketing. Business-to-business marketers have been slow to enter the online marketing arena, but now that the impact of search and social media marketing in the consumer marketplace is clearly documented, B2B marketers are ready for a complete guide to making the most of the medium.

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Though B2B online marketing does have its own distinct challenges, it is possible to effectively reach more leads online with a little planning and a lot of effort. From boosting engagement on LinkedIn to creating more robust video content , there are a variety of digital marketing tactics that businesses can use to reach their audience.

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Having three talented online marketers with knowledge and skill of their craft makes for a well rounded guide to what you need to know to "move the needle" on marketing campaigns in a b2b company. Even season professionals will be introduced to some new tools and tricks that will help to round out your skillset.

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According to Caterpillar Global Marketing Services Manager Renee Richardson, Caterpillar understood that the B2B audience was now younger and online. Thus, the company set out to make the Cat® brand more human, more approachable, and more relevant. It's not a secret that the B2B audience is online.

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